

European Parking Association



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Outline of the umbrella organization of the European parking industry



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DESIGNA

Welcome to the EPA,

Every citizen in every medium and large sized town and city is affected directly or indirectly by parking and how it is managed, independently of the type of vehicle or form of transport either public, private or shared that is used. Parking policies can and do influence the modal split ratios in the different urban areas and the way cities function. Furthermore efficient parking management ensures accessibility to high demand areas for specific times for particular categories of users. So parking today is a space, time and elasticity management service for all.

Parking structures are being transformed into mobility infrastructures offering complementary mobility services such as electrical charging, co-mobility and booking services and are progressively being integrated with the on street activities forming an urban mobility parking system. The integrated parking systems approach is progressively being appraised as an essential tool in determining the sustainable environmental quality of many European towns and cities. Parking cannot be ignored, it must be managed.

“ Parking cannot be ignored, it must be managed.”

Today EPA represents the national associations of 21 countries and their 40 million on and off street parking spaces, almost 500 thousand professional employees and an estimated annual turnover of 23 billion euro. This stimulating cultural, operative and economical context with its vast range of parking and mobility realities and solutions, both good and bad, is being used to increase the awareness of the enormous potential and opportunities that parking management offers in generating liveable and competitive towns and cities.



Laurence A.
Bannerman

The EPA professionals today contribute by managing the static component of the mobility chain in the on and off street spaces for individual, collective and logistics vehicles, controlling the respect of the regulations and making the paying process as easy and efficient as possible. The technological revolution that we are part of today is a stimulating challenge for the parking industry that is part of the fast moving world where the digital, technological and behavioural developments are generating new opportunities. To keep abreast of the times EPA is directly involved in the establishing of new standards and guidelines.

This handbook outlines EPA's range of activities and its organisation. I do hope you find it useful and any contribution you may wish to make to improve our activity will be highly appreciated. Looking forward to hearing from you and to meeting you at our next events.

A handwritten signature in black ink, appearing to read 'Laurence A. Bannerman', written in a cursive style.

Laurence A. Bannerman
President
European Parking Association

Integrated Urban Parking Management



Communication and digitalisation play a key role in parking.

Parking does not simply concern the indistinct needs of private vehicles to stop in the central areas, but the complex management for both multiple use and predetermined time periods of a range of parking and loading and unloading spaces for vehicles in the city, both on street and in structures, in order to satisfy the needs of visitors, residents, businesses and services, delivery goods, special categories etc.

Furthermore it relates to the regulation of the demand for those people who have motivated needs to access the central parts of the urban centres ensuring accessibility and consequently increasing the environmental and economic values of the areas. An integrated management of the mobility system is one of the critical issues for ensuring the functional operations of urban living essential to its survival, which include working and recreation, for residents and visitors. Accessibility in the broadest sense is crucial to the economic well-being and continuation of traditional urban life and parking policies and its management play a key role in this context.

Urban performance, recalling the notion of competitiveness, depends not only on the provision of physical infrastructures but also, and increasingly so, on the availability and quality of knowledge communication and social and intellectual capital. With the backdrop of city automation, the parking sector with the fast moving examples of the digitalisation and the developments in information

ent



The total cost of integrated management of the urban parking infrastructure exceeds by far the fees paid for parking: free parking exists only playing monopoly.

and payment communication technology, together with the current integrated management techniques, is enabling urban parking systems to provide a better mobility experience to cities' inhabitants and users whilst making more efficient use of its resources and improving urban performance.

In the last ten to fifteen years many European cities have outlined strategies to improve the functional organisation of their central urban areas. The notion that efficient integrated parking systems can contribute to a sustainable balancing of the modal split and to the improvement of the quality of urban living has begun to be perceived and appreciated. The essential results being:

- optimizing the on and off street parking supplies
- increasing the use of public or alternative transport systems
- optimizing urban public spaces and the implementation of pedestrian areas
- promoting new sustainable transport modes
- introducing sustainable environmental solutions reducing parking search traffic
- building and transforming parking infrastructures using the project financing instruments
- intensifying and consolidating commercial and touristic activities

- increasing real estate values
- making available real time information for planning and city users
- improving the overall quality and accessibility of urban centres.

Mobility systems contemplating integrated parking solutions based on a scientific approach and not on emotional reactions can contribute to the success of urban renewal or upgrading schemes reducing congestion, increasing available public space whilst at the same time ensuring sustainable accessibility. ■

→ The **European Parking Association**, with the national Associations of 21 European countries, represents the industrial sector of European parking. EPA dedicates its activity to informing public and private authorities that efficient parking management generates opportunities and not problems for politicians, decision makers, planners and citizens.



What is EPA?

The European Parking Association (EPA) is a federation of national parking associations from Europe. It has been founded in 1983. The national member associations represent the parking industry, consisting of private companies and public bodies running, operating and managing on and off street parking structures and services as well as the supplying industry that offers all related products and services con-

cerned with parking. The EPA aims to facilitate the cooperation between the professional parking organisations of different European countries, the exchange and mutual support of professional experience among members and may exert influence on measures and resolutions of the European Commission and other relevant international bodies relating to parking and urban mobility. ■

Who represents EPA?

The **EPA Board** manages the association and controls the daily business. It represents the interests of all members. The responsibilities of the Board members include the following **themes**: EU and internal affairs, EPA Congress organisation, Policy and Strategy Committee, STC, infrastructural trends, finance, ESPA standards, POLIS, communications, innovation and IPIPS.

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Policy & Strategy Committee 2015–2017

Like the Board the **Policy and Strategy Committee** is also elected by the **General Meeting**. Its members advise and support

the Board on the activities of the association and coordinate the work of the EPA task groups.



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EPA activities

To address current themes the EPA establishes working groups concentrating on communication, innovation, standards and infrastructural trends. In the following we present you some key aspects of EPA's activities in the recent years.

Communication

An international EPA working group compiled a white paper on improving the image of parking as a service to society. They focused their findings in **ten main messages**:



Underground car parks improve the central urban characteristics.

Key messages from the parking industry

1. In concentrated urban areas demand for car access and parking spaces exceeds space availability. People can't find a parking space anymore and start cruising.
2. Creating more parking spaces on street and at surface parking lots jeopardises quality of public domain and space for pedestrians in central urban areas.
3. Alternatives to be found in concentrated multi-level built parking facilities.
4. Underground car parks allow more building capacity for other functions to improve the central urban characteristics.
5. Shift from on street parking or parking lots to built parking facilities has its price (construction cost per parking space in underground car parks range from 25,000 to over 50,000 euros in complex central urban sites).
6. Pricing of parking spaces to be based on the value (close to destination, safe and convenience) for the users (not necessarily the consumer).
7. Occupation of parking spaces is time based: a parking space can be used by one commuter a day or up to eight visitors.
8. On street parking (incl.: enforcement) and off street parking in built facilities (also privately operated) is one integrated bundle of options, where consumers make their choice.
9. To re-create high quality central urban environment, behaviour needs to be changed: consumers need to be pushed away from their primary intentions. Penalties or rewards can be created by price stimuli and offering alternatives.
10. Total cost of parking infrastructure exceeds by far the prices paid for parking: free parking doesn't exist, though over 90 per cent of all parking spaces are free of charge for the users.

The messages are to be directed to four categories of stakeholders:

- The **parking customers**: consumers and car drivers
- **Government**: mobility and parking policy makers and politicians
- Other **stakeholders**: offices, merchants and other attracting functions
- **Media** (local and national, printed media and broadcast)

→ Using those ten main messages an integrated parking policy for on and off street parking can be turned into an effective tool for urban mobility management. The white paper is available for download on www.europeanparking.eu



Data Collection

EPA has launched the project data collection to gain an overview over the basic figures of parking in Europe. The statistical estimation examines the number of parking slots in 23 European countries. The aim of this study is to obtain quantitative information about the number of slots to highlight this sector in Europe and their links with other activities. The project is technically supported by the Research Institute of Applied Eco-

nomics (IREA) of the University of Barcelona (UB).

Summary of essential data: There is a total market of nearly 41 million spaces in EPA countries, to which a further 190 million can be added that are not currently regulated on our streets. Parking provides direct employment to close to 500,000 workers and the overall annual turnover for the European parking industry totals some 23 billion euro.

The scope is available for free for EPA members at the EPA Secretariat. ■

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Electronic Payments/IPIPS

The European Parking Association wishes to improve the service for the customers by providing easy and generally accepted cashless payment systems. As developments in the payment industry continue with high impact for the parking industry, it is felt necessary to support the parking operators in Europe with status information, to anticipate for the future in new technology investments. The challenge is to bring together the specific technical requirements of the parking industry with technical solutions, for example to drive in with the credit card and exit and have the transaction after a certain duration of stay.

EPA became a partner organisation of IFSE, a forum of international petroleum retailers with the common objective of the harmonisation of equipment interconnectivity and communication standards for use in the petroleum retail business. They developed a set of standards and protocols for financial transactions and negotiations

with the banking industry. The idea followed by EPA was to look at IFSE whether to learn from them to help operators and vendors to get more speed in a European platform for the payment industry.

Use of e-payment accelerating in the parking sector

In most European countries the use of e-payment methods to pay for parking sessions is increasing rapidly. For parking operators in the majority of the northern European countries, these payment methods now constitute over 50 per cent of their turnover, and in some instances over 80 per cent. There are, however, still a number of countries where the figures are between five and eight per cent. In view of the increase in e-payments in other sectors it is highly likely that this trend is going to continue and probably accelerate in the parking sector.

In 2011, the EPA launched an initiative to assist national associations and their

Nigel Williams at his presentation about IPIPS and the White Paper at the EPA Congress 2015 in Berlin





new payment methods involving the use of smartphones or other mobile devices. It also addresses the regulatory issues and security concerns facing the industry.

members across Europe in their dealings with the complex world of card or e-payment. They developed a White Paper that seeks to help operators, both public and private, understand the card payment ecosphere: the powerful forces that are at play and the interface between the world of card payments and the technical infrastructure of the parking industry. The Paper addresses

Lastly, the White Paper outlines the case for introducing a standard for the interface between the world of card payments and the parking industry. It briefly describes the International Parking Industry Payment Standards (IPIPS) that EPA is promoting and the benefits it would bring to operators. The white paper “European Parking Industry Payments Landscape” is available from the EPA Secretariat. ■



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EPA Congress and Exhibition

The EPA Congress combines a well attended scientific conference with a trade exhibition for the parking industry. Over 500 delegates and 120 exhibitors from 32 countries attend the international conference to discuss wider issues of urban mobility, technological developments and challenges alongside detailed parking matters. The scientific programme is compiled by an international expert committee.

The professional trade exhibition alongside the congress offers the opportunity to the manufacturers, suppliers and others active in this field to promote their products and services. The presentation of the presti-

gious EPA Awards and a social programme further add success to this event.

EPA Congresses since 1983

EPA Congresses have taken place in Madrid 1983, Stockholm 1986, Amsterdam 1988, Nice 1990, Berlin 1992, Rome 1994, Budapest 1996, Barcelona 1997, Lisbon 1999, Oslo 2001, London 2003, Geneva 2005, Madrid 2007, Vienna 2009, Turin 2011, Dublin 2013 and Berlin 2015.

The 18th EPA Congress will take place in Rotterdam in 2017. Congress statements that summarize the main findings of the events are available. ■

→ Congresses are hosted by the EPA members' associations in close collaboration with the EPA. The website www.epacongress.eu provides every information about the current event.

18th EPA Congress and Exhibition

Rotterdam, 20 – 22 September 2017
Parking in the City Lounge, Powered by VEPAN



Statement of the 17th EPA Congress

The 17th EPA Congress, held in Berlin, gave us a glance of the future of parking:

- Parking is playing an increasingly important role in the strategic plans of modern city administrations, as seen at the last EPA Congress in Dublin two years ago.
- Digitalization is about to change markets, customer behaviour and the roles of the players on the market.
- Modern concepts of identification and payment are going to shake up old-fashioned structures.
- New players are entering the market with radically new concepts.
- Standards will help the European parking industry and local authorities to unveil the full potential of parking, but different legal system all over Europe are hindering some of the possible progress.
- The academic network is constantly growing, delivering new insights.
- Parking infrastructures are developing into smart mobility centres.

The congress also showed the influence of human behaviour and its analysis on the parking sector. Digitalization and the huge amount of data collected will lead to products and services that will be tailor-made to smaller customer groups, or even individuals. Customers, on the other hand, will be able to access better information in less time, putting them into a position to make smart and informed decisions.

The congress recognizes that the key messages for the next future will be the following:

- The cooperation of local city authorities and the parking industry has to be improved.
- It is evident that only a combined view on on- and off-street parking will result in successful communities.

- New digital approaches with open standards will revolutionize the market.
- The use and connection of big data will require new technologies and a responsible approach.
- As customers are getting smarter and better informed, even more emphasises has to be placed on the improvement of services and the customer journey itself.
- The parking industry has to keep the strong focus on the collaboration with the final target of their customers (like hotels, airlines, restaurants, offices and retail).
- New means of payment have to be easily accessible for the industry.
- The parking industry needs to work on better use of existing parking facilities before construction of new capacity.
- The parking industry needs to prepare for autonomous driving (shared) vehicles coming to the market.
- The parking industry has to build a sustainable platform for their customers in order to avoid other players to take over the customer relationship.

The EPA Congress proved that the parking industry in Europe made giant leaps to professionalization during the past few years. It moved to a service-oriented and value-creating part of Europe's community. In fast moving times, it will be even more necessary to closely monitor the world wide developments and to build a trustful relationship with the parking sectors in the other parts of the world. ■

Berlin, September 25, 2015

“ The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it.

Elbert Hubbard

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EPA Awards

The European Parking Award has been established by the European Parking Association as a biennial award for excellence in parking since 1994. Five categories cover different types of achievements in the parking industry. The winning projects of the EPA Award 2015 are lighthouse examples.



category 1

New Parking Structure



**Markthal, Rotterdam
(Interparking Nederland)**

Stachus car park, Munich (Contipark)



category 2
Renovated Structure



category 3
On-Street
Parking Project

The App areaDUM
(Barcelona de
Serveis Municipals, S.A.)



category 4
Innovative
Scheme

Open Data Loket (Q-Park Netherlands)

**Special
Jury
Award**

Pré-aux-Pêcheurs, Antibes
(Q-Park France)



category 5
Marketing &
Communication

Social
Customer
Care (Brescia
Mobilità)

Objective of the EPA Awards

The objective of the awards is to promote qualitative improvements in public car parking both on and off street including contribution of parking policy to Sustainable Urban Mobility Plans. In particular the awards seek to promote improvements in user friendliness, construction maintenance, management, design, service and safety. The awards also promote the development of good working prac-

tices in on street parking. To be accepted the entered system must be fully and successfully implemented and working in at least one location. Shortlisted entries are visited and examined by an international jury. The Awards are presented in a special ceremony during the biennial international EPA Congress.

The EPA Awards rules and regulations can be obtained at the EPA Secretariat. ■

ESPA and ESPA Gold

European Standard Parking Award

Whilst the EPA Awards are marking exceptional quality of the industry in a competition that is taking place every two years, the ESPA scheme stands for **European Standard Parking Award**, a standard certificate that is granted to public car parks that meet a set of requirements of quality to provide safe and comfortable parking service to the customers.



range of requirements that need to be fulfilled in order to achieve an award. It contains mandatory minimum conditions and a score sheet for: lighting and reflective surfaces, vehicular entry/exit, parking areas, pedestrian routes, wayfinding, lifts, stairwells, security, energy and environment, maintenance and several other items.

The ESPA has been instituted by the European Parking Association to improve the quality of service, provided by the parking industry to its customers. Car parks that are compliant to the ESPA invite visitors to enter and leave their car in a trustworthy environment. A detailed checklist, which has been revised by an international EPA task group, lists a

Quality label

A sign for display in the assessed object demonstrates the compliance to the standard. The conferment of the European Standard Parking Awards lies in the responsibility of the national parking associations that are members in the European Parking Association. ■



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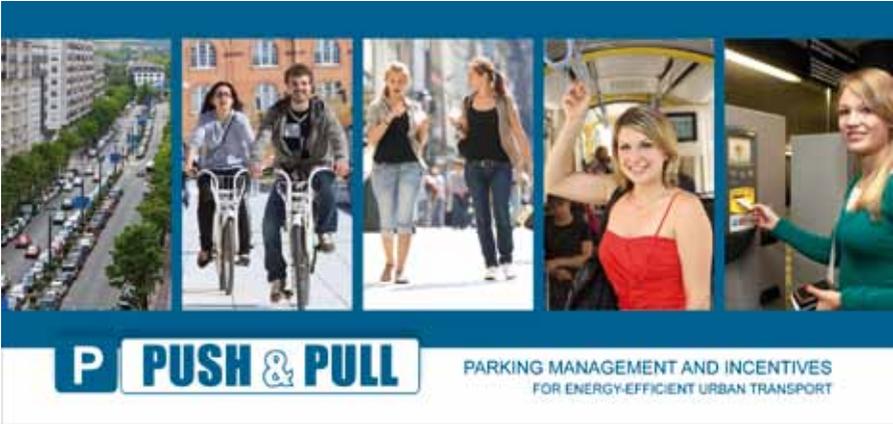
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The PUSH & PULL project

EPA is involved in the EU project PUSH & PULL under the title “Parking management and incentives as successful and proven strategies for energy-efficient urban transport”. Its duration is 36 months, from March 2014 until February 2017.

The “core-funding mechanism” for better urban mobility

The PUSH & PULL project aims to improve urban mobility by means of parking space management combined with mobility management measures. By introducing paid parking, increasing parking fees, reducing or restraining parking supply or implementing comparable measures, car drivers will be pushed to use more sustainable transport. At the same time, (parts of) the income generated from parking space management can be used for incentives to promote alternatives, thus pulling

or attracting users towards public transport, walking, cycling and other sustainable modes which is the “core-funding mechanism”.

The project includes implementations in eight cities or locations which include measures of parking space management and mobility management. All implementers set up the core-funding mechanism to use money gained from parking to finance mobility management. Further, training sessions for followers will be organised in 16 countries during the course of 2017. ■

The publication “16 good reasons for parking management” is available in 16 languages for download on → www.push-pull-parking.eu



Cooperation: POLIS–EPA

The European Parking Association is collaborating closely with POLIS. POLIS is a network of European cities and regions working together to develop innovative technologies and policies for local transport with the aim of promoting sustainable mobility through new innovative solutions.

Parking is important for the redefinition of the role of cities, between the “motorway” culture and re-urbanisation. Centralised parking in cities has been proven to decrease the dependency on car trips and improve the urban public space. However, implementing integrated parking strategies is a challenging task, for both local authorities and parking operators.

Urban transport and parking operators interact

To create a better understanding between the different actors in parking activities, the European Parking Association (EPA) and Polis have established a partnership to discuss the interaction of urban transport and parking activities. Both organisations regularly exchange information and expertise about making parking in cities better. As part of their creating an interchange of ideas, Polis and EPA organise an annual

workshop that offers a platform for exchanging best practices.

City officials, transport planners, parking operators and academic experts came together for the first time in 2011 in Stuttgart to address “The role of parking in sustainable urban transport plans”. In 2012 the issue “How can we be better? Improving quality of parking management to manage and balance urban transport demand” was tackled in Helsinki. On street parking and its specific demands were the core of the event 2013 in Dublin. In Lisbon in 2014 the topic “Towards standardised approaches of on street parking” was picked as central theme. In 2015 “Smart parking – technology meets policy” was discussed in Berlin.

At the 2015 Annual Polis Conference in Brussels EPA was actively involved in the session on Smart Parking Strategies. ■

→ www.polisnetwork.eu

About 30 people participated in the EPA-Polis workshop in Berlin in 2015.



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EPA and GPALS

The Global Parking Association Leaders Summit (GPALS) is an annual gathering of parking association leaders from around the world. Even though parking structures can be different in every country, there are common elements, like educating government officials, developers, urban planners, the business community, and other stakeholders about why parking is important and why the expertise of parking professionals should be considered in the planning stages of any project.

Coming together

The GPALS Summit offers an opportunity for leaders from around the world, to share their information, gather and learn from each other in a friendly forum that encourages discussion and dialogue on a wide range of topics. In 2013 a survey was conducted by the GPALS about parking trends among their members. It is available in five languages for parking profes-

sionals via parking associations around the world. This survey allows to identify trends in the parking industry within participating countries, to compare and analyze them.

Each parking association is invited to send representatives to the annual GPALS Summit, each country is represented by one parking association. The Summit takes place every year – in even-numbered years it is hosted by the International Parking Institute at the IPI Conference & Expo, in odd-numbered years by the European Parking Association Congress and alternating parking association's hosts. ■

The next GPALS Summits:

GPALS 2016 Nashville, TN, USA, hosted by the International Parking Institute (IPI)

GPALS 2017 Rotterdam
18th EPA Congress

Participants of the fourth GPALS Summit 2015 in Berlin



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Parking trend international

MAGAZINE – publication of the European Parking Association

Parking trend international is the trade journal for parking in Europe, published four times a year. The journal provides information independently, objectively and with professional competence on all subjects concerning parking space management, multi-storey car park operation, traffic policies, construction technology, attendance technology and customer marketing as well as current developments and innovative concepts – all from an international angle.

17.500 readers

Parking trend international is published by Maerken Kommunikation GmbH in Cologne/Germany in co-operation with the European Parking Association (EPA) and thus contains all important information on the work of the EPA. Parking trend international reaches round about 17.500 parking experts in more than 20 European countries. They include members of parking



associations, operators of multi-storey car parks and ground car parks, building contractors, project managers, representatives of the car parks industry, suppliers and service providers as well as experts from the scientific and traffic policy fields, both at national and EU level. ■

www.europeanparking.eu

ONLINE – website of the European Parking Association



→ www.europeanparking.eu

Parking Network

Parking Network is an internet platform that centralises all the information concerning parking at one place on the Internet. In co-operation with the EPA, this platform was launched in 1996 and has grown into the world's largest information source on parking. Parking professionals find news from the industry, events, tenders, showcases, interviews and much more information. Regular updates are distributed by email on demand.



→ www.parking-net.com



EPA Secretariat

The Secretariat is located in the very centre of Cologne next to the famous cathedral and is at the same time the Secretariat of the German Association Bundesverband Parken e. V. ■



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